Saskatchewan
Agriculture, Food
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Revitalization

ADF

AGRICULTURE DEVELOPMENT FUND

FINAL REPORT

20020259

APPLIED RESEARCH AND INDUSTRY DEVELOPMENT

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Applied Research and Industry Development - Swift Current Agri-ARM Site

Final Report 2003-04 (Project # 20020259)

Summary

The Wheatland Conservation Area Inc. has managed and operated a very successful Applied Research site in the Brown Soil Zone of southwest Saskatchewan since 1997. This program has been widely accepted by producers, industry, and other funding sources. A large reason for this success is due to our quality research followed up by an aggressive extension program.

The conclusions we have drawn from a number of tests has made an impact on cropping decisions and farming practices in south west Saskatchewan and beyond. We are fortunate to have had the opportunity to deliver results to many inquisitive farmers. We feel our test results are futile and our efforts in vain unless they are adopted by area producers. We have provided a number of extension activities in the past aimed at delivering our results and showcasing new industry products and technology to producers and other extension personnel. These extension efforts include a very well attended annual summer tour, numerous smaller tours, newsletters, workshops, fact sheets, media releases and trade shows. Last year we had 8 structured tours and numerous small impromptu tours reaching about 1000 producers, 8 workshops throughout south west Saskatchewan, attended two major trade shows, released 10,000 newsletters, produced numerous fact sheets, and conducted a weekly radio program on CKSW radio. In addition, we collaborate with the local SSCA regional technician and hold town hall meetings and kitchen table meetings. Our site was located off of highway #4 were traffic exceeded 2000 vehicles per day. With this high exposure, a number of inquiries are presented to us daily.

With a large diversity in growing conditions within the Brown soil zone, we set up Satellite sites to cover the Shaunavon, Assiniboia, Success, and Aneroid areas. Extending project information and new industry products to the majority of the Brown Soil Zone is a large part of our efforts.

Objectives

Our objective for this project is to provide and maintain an aggressive technology transfer program and further develop industry partnership. In the Brown soil zone farming practices have changed rapidly with producers extending their rotations by including pulse crops and other special crops. As new projects evolve, it is necessary to include these findings to our extension package. Issues such as pulse crop agronomy, forages, fusarium head blight, and other diseases and pests in cereals and pulse crops, along with biotechnology, GMOs, and soil carbon, are focal points for our organizations proposed study. Providing producers with visual references and immediate project results has a great impact on producers decision making process.

Project Activities

Since we are the only Agri-ARM site in the brown soil zone, extension activities must cover a much greater area than the other Agri-ARM counterparts. This makes our efforts much more involved. On our own, or collaborating with industry and other organizations, we have maintained a high level of information sharing activities. Through workshops, summer tours, newsletters, fact sheets, media releases, trade shows, and the internet, we have reached a wide range of producers and professionals to make an impact on Saskatchewan agriculture.

Producers in the south west part of the province are hungry for knowledge on special crop agronomy. With a large diversity in growing conditions within the Brown soil zone, we set up Satellite sites to cover the Shaunavon, Assiniboia, Success, and Aneroid areas. Extending project information to the majority of the Brown Soil Zone is a large part of our efforts. The following is summary of Wheatland's 2002 extension activities.

Extension Activities

Australian Delegate Tour (July 4)
Annual Summer Tour (July 10)
Pulse Disease Tour (July 14)
Aneroid Plot Tour (June 18, July 8)
Shaunavon Producers Tour (July 24)
Wiens Agri Tec Tour (July 24)
BASF Tour (Aug 11)
Numerous Unstructured Tours

Wheatland Conservation Area Newsletters 10,000
SSCA Newsletter
Fact sheets
Tour brochures
Walk-the-Plots" Radio program (Every Tuesday May 13 - Sept 29)

SSCA Staff update Seminar (Nov 3)
Agri-Arm planning meeting (Nov 12-13)
Syngenta Producer Meeting (Dec 9)
Wheatland Conservation Area Annual Meeting (Dec. 11)
Regional Pulse Days 2004, Assiniboia (Feb. 5)
Swift Current Crop Club (Feb18)
Soils and Crops Workshop (Feb. 19-20)
SSCA Convention (Feb.11-12)

Crop Production Show (Display Booth)
Saskatchewan Soil Conservation Trade Show (Display Booth)

Website updates (when available)

Indications for Further Development

Next season, we will continue to maintained a high level of information sharing activities and industry involvement. Workshops, summer tours, and trade shows, have been very well attended and will be a large part of our extension activities in 2003. 10,000 newsletters will again be mailed to area producers, as well we plan to continue with our weekly radio program as we "Walk the Plots" on CKSW. Producers will also have access to our information on the internet. On our own, or collaborating with industry and other organizations, we will continue to reach a wide range of producers and professionals who impact Saskatchewan agriculture.

Project Success

Project success is measured by the amount of producers that display interest in the projects being promoted at tours, workshops, seminars, and trade shows and by client satisfaction and feedback. Our past years workshops, summer tours, and trade shows have been very well attended. Producer feedback has been positive. The newsletters and radio spots spark a great deal of interest which in turn results in successful tours and workshops. Long term success will be measured by the number of producers and land managers that adopt the new technology into their farming practice and the resulting financial and environmental gains realized.

Department's Acknowledgment

Saskatchewan Agriculture, Food and Rural Revitalization is acknowledged at the end of each presentation given at workshops, as well as verbally on tours and written in tour proceedings. Logos and sponsor acknowledgment are printed on displays and show materials.